

2



ACTIVISION U.K. LIMITED

FREE POST (LICENCE RG 1956)

READING

RG2 7BR

# Activision/Electric Dreams

WIN SOFTWARE TO THE VALUE OF £100! SIMPLY FILL IN THIS QUESTIONNAIRE AND RETURN IT TO THE ADDRESS OVERLEAF AND YOU WILL AUTOMATICALLY BE ENTERED FOR OUR FREE PRIZE DRAW. AT THE SAME TIME YOU WILL HELP US IMPROVE THE QUALITY OF OUR PRODUCTS AND CUSTOMER SERVICE.

1) TITLE OF PRODUCT \_\_\_\_\_ 2) DATE OF PURCHASE \_\_\_\_\_

3) PLACE OF PURCHASE:- PLEASE TICK APPROPRIATE BOXES

☐ DEPARTMENT STORE

☐ COMPUTER/SOFTWARE SHOP

☐ MAIL ORDER

OTHER \_\_\_\_\_

4) MAKE OF COMPUTER:-

☐ COMMODORE 64/128

☐ SPECTRUM

☐ AMSTRAD

☐ ATARI ST

☐ AMIGA

☐ IBM COMPATIBLE

OTHER \_\_\_\_\_

5) ☐ CASSETTE

☐ DISK

6) HOW LONG HAVE YOU OWNED YOUR COMPUTER?

☐ 0-6 MONTHS

☐ 6-12

☐ 1-3 YRS

☐ 3+

7) HOW MANY COMPUTER GAMES DO YOU OWN?

☐ 1-5

☐ 6-10

☐ 11-20

☐ 21-40

☐ 40+

8) HOW MANY ACTIVISION/ELECTRIC DREAMS GAMES DO YOU OWN? \_\_\_\_\_

9) HOW MUCH DO YOU SPEND ON GAMES PER MONTH?

☐ £0-10

☐ £11-20

☐ £21-40

☐ £40+

10) HOW MANY ACTIVISION/ELECTRIC DREAMS GAMES DO YOU BUY PER MONTH? \_\_\_\_\_

11) WHICH IS YOUR FAVOURITE GAME OF ALL TIME? \_\_\_\_\_

BY \_\_\_\_\_

12) WHY? \_\_\_\_\_

13) DO YOU READ THE COMPUTER MAGAZINES?

☐ YES/NO

IF SO, WHICH? \_\_\_\_\_

14) HOW OFTEN DO YOU READ THEM?

☐ WEEKLY

☐ FORTNIGHTLY

☐ MONTHLY

☐ LESS OFTEN

15) DO YOU READ THE PREVIEWS/REVIEWS?

☐ YES

☐ NO

16) IF SO, DO THEY INFLUENCE YOUR DECISION TO BUY A GAME?

☐ YES

☐ NO

☐ SOMETIMES

17) WHICH FACTOR MOST INFLUENCED YOU TO BUY THIS GAME?

☐ FRIEND

☐ MAGAZINE ARTICLE

☐ PACKAGING

OTHER \_\_\_\_\_

18) WHAT TYPE OF GAME DO YOU ENJOY THE MOST?

☐ SHOOT 'EM UP

☐ ADVENTURE

☐ STRATEGY

OTHER \_\_\_\_\_

19) NAME \_\_\_\_\_

20) ☐ MALE

☐ FEMALE

21) ADDRESS \_\_\_\_\_

TOWN/CITY \_\_\_\_\_

COUNTY \_\_\_\_\_

POST CODE \_\_\_\_\_

22) AGE:-

☐ LESS THAN 10

☐ 11-15

☐ 16-20

☐ 21-25

☐ 26-35

☐ OVER 36

23) OCCUPATION:-

☐ PROFESSIONAL

☐ BUSINESS/MANAGEMENT

☐ TRADE

☐ CLERICAL

☐ STUDENT

OTHER \_\_\_\_\_

THANK YOU FOR YOUR HELP